

**Student Affairs Marketing
(tbd)**

DO NOT MAKE ENTRIES ON THIS SHEET. IT IS FOR DISPLAY ONLY

Student Fee allocations

	16-17 Actual	17-18 Actual	18-19 Budget	19-20 Proposal	19-20 Difference	% 19-20 Difference
Base amount	\$ -	\$ -	\$ 20,000	\$ 30,717	\$ 10,717	54%
61000 - Salary	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
62000 - Wages	\$ -	\$ -	\$ 18,300	\$ 28,310	\$ 10,010	55%
63000 - Benefits	\$ -	\$ -	\$ 1,700	\$ 2,407	\$ 707	42%
71000 - Current Expense	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
75000 - Travel	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
76000 - Scholarships	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
77000 - Capital Outlay	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
Total Expense	\$ -	\$ -	\$ 20,000	\$ 30,717	\$ 10,717	54%
One time request				\$ -	\$ -	N/A
Total Request	\$ -	\$ -	\$ 20,000	\$ 30,717	\$ 10,717	54%
Carry Forward	\$ -	\$ -	\$ -	\$ -	\$ -	N/A

Notes, including any one-time request(s):

The Marketing FY 18-19 budget is double reported. It appears both here and in the Computer Labs request.

Once SFRC allocations are decided, the funds will be reallocated into the new 'split out' indexes.

dmt 1/14/2019

STUDENT FEE RECOMMENDATION COMMITTEE FEE REQUEST QUESTIONNAIRE FOR 2019-2020

Department or Program Name: Student Affairs Marketing

Name & E-Mail: Danielle McKean daniellemckean@weber.edu

Phone: 801-626-8036 Location: SC 168

**Return Fee Request (this Questionnaire and the attached Spreadsheet) via email by
Wednesday, December 5, 2018, at 4 pm to Jennifer Brustad at jenniferbrustad@weber.edu.**

Note: All Student Affairs units must review fee requests with their SAMC representatives prior to submission.

Please respond to all of the following questions in a brief and concise manner (do not exceed 5 pages for questions 1-5).

1. What is your overall mission?

The mission of Student Affairs Marketing is to advertise events, services, facilities and involvement opportunities that Student Affairs departments offer for students. Our intent is to help connect students to Student Affairs departments through their events, services, facilities and involvement opportunities so they feel a connection to Weber State and are more inclined to feel loyalty and be retained.

2. What do students gain from participating in your program/facility that contributes to the success of a student's educational experience at Weber State?

For students interacting with our marketing materials: Not only do we market for and represent individual departments within Student Affairs, we also offer digital and marketing materials that represent all of Student Affairs to help students connect to various departments and services based on individual needs, all on one location. On our website and student services brochures, students can find resources all across campus to help them navigate through their college experience including assistance with academics, health, finances, housing, mentoring and getting involved. On our Instagram page, students can find services and events recommended by their peers. On our Facebook page, students can find upcoming events within Student Affairs, student profiles, weekend event ideas, fun facts and more. We strive to create marketing materials through a variety of mediums meant to reach our students where they have told us they would like to be communicated with, to help them find the many resources available to them to help them increase their educational experience however they need it, whether that be through event participation, mentoring services, tutoring, counseling, fitness, and more.

For students who work in Student Affairs Marketing: We have six student positions in Student Affairs Marketing. Each one is specialized and meant to mimic the positions you would find in a

professional marketing firm in the “real world.” Most of our students are working on degrees for the job they do in our office. They get to work together on projects to take a marketing campaign from research and conception all the way through design, copy editing, and posting to various mediums. All of our students walk away with real-world job experience to compliment what they are learning in the classroom but would not get to experience in their academics otherwise.

3. Describe, in general, the evaluation process that your program/facility uses to assess your ability to meet your mission.

Along with Student Affairs program review and a yearly six-column assessment, we send out qualitative surveys to departments at the end of every semester asking them for feedback on our work, our communication and if they saw an increase in event participants and or service usage connected to the marketing materials we provided. We have also included open-ended questions to departments currently undergoing program review to let us know if we are addressing all of their marketing needs.

We also have a yearly survey at Block Party to find out how our students want to be communicated with, what they would want to know more about, what type of events they are interested in and what communication mediums they use. This helps us better communicate with them where they already are and where they want to be communicated with.

We are hoping to more closely connect marketing materials to increased participation through tools such as Weber Connect that will allow us to send out targeted surveys to event attendees to identify how they heard about the event and why they decided to attend.

4. State any increases you received from student fees for 2018-19 (if any), and explain how the increases were/will be used.

NA

5. Describe any increases you are requesting from student fees for 2019-20 and explain your justification for the request. Each requested increase must be listed and described in your narrative (e.g., compensation, new positions, wage increases, travel, new programmatic initiatives, etc.). Any increase described in your narrative must be itemized on your budget spreadsheet (see question 6 below).

We currently receive \$20,000 for student wages. We are requesting an additional \$10,717 to completely cover the costs of our student employees so we can continue to keep all of our positions and pay a competitive wage.

Not only do we need all of our student employees to produce the large amount of work we are able to provide for Student Affairs every year, but our students gain quality resume building experience that prepares them for a career after they graduate. Having the variety of positions that we have gives students the added experience of working as a team with those specializing in

different mediums to produce a complete project. We also have supervisory roles to give those nearing graduation even more responsibility and experience.

6. Complete the attached spreadsheet outlining your overall budget and any requested increase. Each requested increase described in your narrative (see question 5 above) should correspond to the line items in the spreadsheet column "19-20 Change."

If you have any questions, please contact Jennifer Brustad at 626-8904, jenniferbrustad@weber.edu; Dave Taylor at 626-6737, dtaylor@weber.edu; Daniel Kilcrease at 626-6008, dkilcrease@weber.edu; or Brett Perozzi at 626-6008, brettperozzi@weber.edu.